

MADE IN AMERICA 2008

The 4th Annual Trade Fair
for U.S. Products and Services



October 9-11, 2008
Biel Center - Beirut, Lebanon



Organized by





To the American Business Community:

I am pleased to invite you to participate in an exciting event coming up this October: "Made in America 2008", which I'm sure will be an important milestone in promoting U.S. products and services in Lebanon.

The U.S. Embassy's Commercial Service will host this event from October 9 through 11, 2008, at the Beirut International Exhibition & Leisure Center (BIEL) in Lebanon. "Made in America" aims to showcase the latest American technology and to assist American businesses in taking advantage of the expanding commercial relations between Lebanon and the United States.

The last "Made in America" trade fair in November 2005 was a great success, featuring the goods and services of over 300 U.S. companies active in a wide variety of sectors, including information and communication technology, environmental technology, healthcare, automotive, construction, household appliances, security, transportation and energy. Over 18,000 visitors attended the fair; major U.S. companies participating included Microsoft, Cisco, IBM, Lucent, Pfizer, Johnson & Johnson, General Electric, FedEx, Western Union, Chrysler, Coldwell Banker, Expeditors, 3M and Ford. "Made in America" exhibitors reported thousands of promising leads and millions of dollars in new contracts as a direct result of the fair.

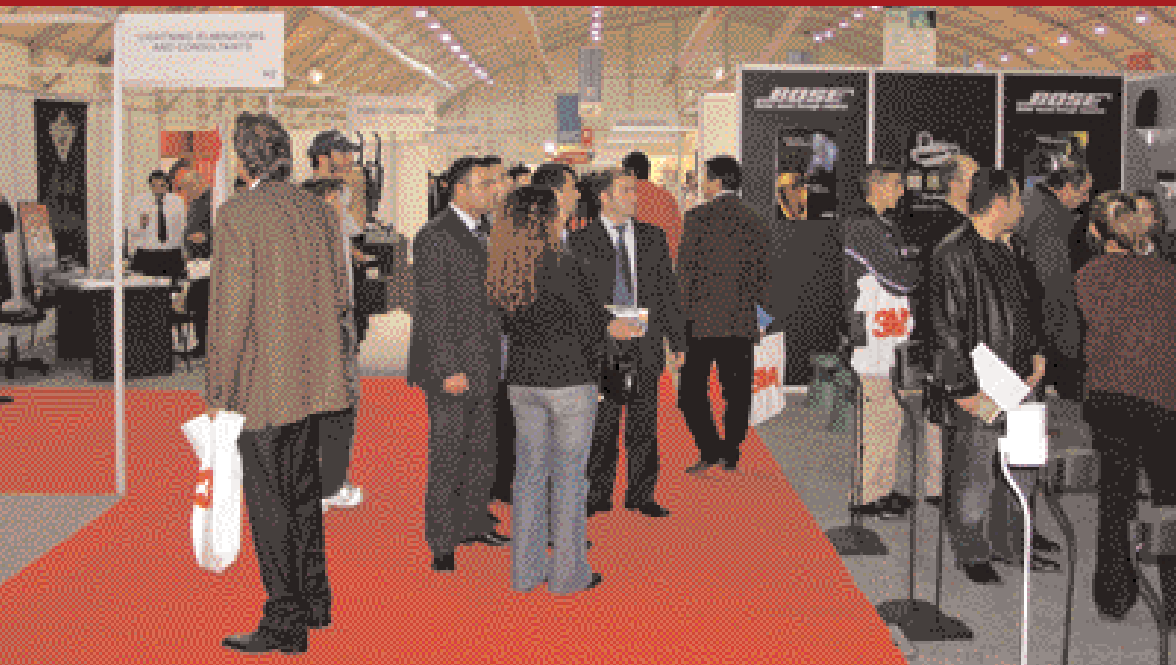
I urge you to participate in "Made in America 2008". I am confident that it will offer you an excellent opportunity to develop new partnerships in Lebanon and the region. I look forward to welcoming you personally at the fair and sharing the U.S. Embassy's enthusiasm for the exciting economic opportunities available for expanding American business in Lebanon.

Sincerely,

Michele J. Sison
Charge D'Affaires, a.i.







REGISTRATION GUIDELINES



"Made in America 2008" will be open to all companies featuring American products and services. The registration fee is USD 1.000 for 3x3 m² stand. New to market companies, which are not already present in Lebanon, will be offered their stands at a reduced fee of USD 750. Interested companies are requested to send an e-mail to MadeInAmerica@state.gov.

The e-mail should include the company's name, contact person in the U.S. (Name & Title), address in the U.S. (Street, City, State, Zip Code, Tel, Fax & E-mail), contact person in Lebanon (Name & Title), address in Lebanon (Street, City, Tel, Fax & E-mail) and a brief description of your company's activities.

After receiving your e-mails, Naaman Tayyar, Senior Commercial Specialist, and Maya Barhouche, Commercial Assistant, will follow up with you on further details. Please note that space may be limited and priority will be given to companies on a first-come, first-serve basis.

For more information about Made in America, please visit www.BuyUSA.gov/lebanon/en/madeinamerica.html.